

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
Thursday, June 20, 2013  
Avalon Hollywood – Bardot  
1737 Vine Street, Hollywood**

Directors Present	Frank Stephan, President	Clarett West Development
	Lynda Bybee, Vice President	Metro
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Joseph D'Amore	Hollywood Commercial
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Mark Stephenson	Hollywood UMC
	John Tronson	Tronson Investment Group
Directors Absent	Don Mushin, Secretary	Toyota of Hollywood
	Greg Beck	Champion Real Estate
	Leslie Blumberg	The Fonda Theatre
	Charlie Colletta	HEI, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Galo Medina	Comprehensive Financial Services
	Drew Planting	GPI
	Lee Rierson	(Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Steve Seyler	BID Security
Guests	Genevieve Haines	Haines & Co.
	Clare Sebenius	Haines & Co.

	Nerissa Silao	Haines & Co.
	Paul Louis Harrell	Busker
	Armando Cisneros	Busker
	Joseph Ansaluisa	Actor/Musician
	Matt Balke	Actor/Cosplayer
	Brian Medina	Actor
	Robin Moreno	Hollywood Hills West N.C.
	Yohan Lefevre	Street Performer
	Victor Manuel Guerrero	Street Performer

#### **I. Call to Order**

The meeting was called to order by Board President Frank Stephan at 4:13 p.m.

#### **II. Open Forum**

Several street performers and concerned citizens were in attendance following the fatal stabbing incident at Hollywood and Highland. Mr. Harrell and Mr. Cisneros were plaintiffs in the lawsuit filed on behalf of the Hollywood Blvd. characters against the LAPD which led to the injunction, and they offered their services to speak for the good characters. Cisneros urged that there needs to be more LAPD foot patrol in Hollywood. He stated that after the injunction passed, that it allowed characters to return, but the laws are being broken by some of the costumed characters, CD vendors and buskers. He said there is a difference between the good performers and the con artists, and currently there is no police presence. Several other performers expressed the desire to work as a team with the BID and LAPD to alleviate the problems on the sidewalks at Hollywood and Highland. Stephan thanked those in attendance and said he appreciates their comments.

Robin Moreno spoke on the increase in burglaries and break-ins in the Hollywood area.

Michael Gargano gave an update on the Millennium Hollywood project, which was approved at the PLUM committee hearing on June 18. The lowered the height of the two towers to 39 and 35 stories; otherwise it has not been changed. The next step will be a hearing at City Council on July 24. Gargano said he appreciates the support, and that the BID was an important factor in the decision for Millennium to come to Hollywood.

#### **III. Approval of Minutes**

It was moved by **John Tronson**, seconded by **Joseph D'Amore** and CARRIED to approve the minutes from the Board's April 18, 2013 meeting. 9 in favor, 1 abstention (Yamada).

#### **IV. Treasurer's Report**

- A. Review and approve May 31, 2013 Statement:** Yamada reported that the budget for security appears to be under, but it is just because Andrews is behind on billing us. There were a couple of big items that came out of the budget recently, such as the consultation for the employee handbook and the media relations program. The rent is also temporarily over budget, as staff is currently in temporary offices at WeWork while the Taft building is under construction. It is expected that this will wash out, given that there has been a rent abatement and initial deposits had to be paid to WeWork.

It was moved by **Chris Bonbright**, seconded by **Jan Martin** and CARRIED to approve the minutes from the Board's April 18, 2013 meeting. 10 in favor.

- B. Approve 2012 Financial Review prepared by Gleicher, Tilley & Leonard, LLP:** Previously, Fabio Vasco had presented the Financial Review to the board. After the last board meeting, the directors reviewed the document.

It was moved by **John Tronson**, seconded by **Mark Stephenson** and CARRIED to approve the 2012 Financial Review. Unanimously approved with 10 in favor.

## **V. Committee/Activity Reports**

### **A. Marketing and Communications**

- 1. Presentation of strategic blueprint draft:** Genevieve Haines, Nerissa Silao, and Clare Sebenius with Haines & Co. presented on the strategic blueprint for the media relations projected. Haines presented on the first capsule, discussing initial insights, media relations initiatives, and "big ideas." Sebenius spoke on branding initiatives, breaking down into 5 possible dimensions: "Eastside Eclectic," "Culturally Creative," "Iconic Hollywood," "Retro Glam," and "New School," which could be used to help brand Hollywood. Silao spoke on the media recommendations, emphasizing a need to reach out to potential investors and to bring Angelenos back to Hollywood. Haines stated that the next step will be to meet with the subcommittee to flesh out the blueprint to a final draft. Stephan thanked Haines & Co. for compressing the presentation for the board, as the actual document is large. Morrison stated that she would like the subcommittee to meet within two weeks as she doesn't want to lose any time. Martin thanked the team for a great job managing and organizing the project.
- 2. Follow up meeting to identify priorities:** Strecker stated that the meeting will be scheduled for the 2<sup>nd</sup> week in July.

### **B. Streetscape**

- 1. NE Corner of Hollywood and Cahuenga issues:** Mariani reported that two of the three property owners adjacent to the alley north of Hollywood Blvd. have agreed to gate the alley, but the third owner allows his tenants to park there so he is opposed. Mariani said he has gone back and forth with him and is also researching to see if it is even legal to park in the alley. Right now, it is at a stand-still. Besley added that Mariani has been doing a great job with this issue, and that the clean-up efforts in the alley have exceeded expectations.
- 2. Carr lawsuit:** Besley stated that Carr has a new attorney. Besley will be attending a mediation session on July 18<sup>th</sup> and will report back.
- 3. Update from 6/6/13 meeting:** Besley stated that the committee had met earlier in the month and discussed street trees and the maintenance contract.

### **C. Security**

- 1. Legislative and litigation update:** Morrison introduced Steve Seyler, BID security director, to speak about recent events in the District related to security. Seyler stated that there have been two murders in the past two weeks in the District. First was one at Cahuenga and Wilcox involving two transients, both of whom were known to the security team; the suspect was very troubled. There was also the stabbing at Hollywood & Highland which has generated a lot of media coverage. He said that the suspect, Dustin a.k.a "Red", has been known to our security

team since 2008, is very hostile, and has been arrested numerous times. Seyler said there is a lot of potential for violence out on the streets that needs to be addressed; proactive steps need to be taken, including stay-away orders. He stressed the importance of the relationships with LAPD and the City Attorney. D'Amore asked if the problem mentally ill could be institutionalized, but Seyler said even when they are committed that they are often released soon after, and the jails are overcrowded which has been leading to early release. Morrison stated that she will be meeting with newly-elected councilmember Mitch O'Farrell next Monday to discuss some of these issues. Stephenson noted the recent attack on a transgender individual at Hollywood and Vine.

With regards to AB5, the Homeless Bill of Rights, Mariani stated that the legislation has been placed in the "suspense file" so it is not longer moving forward.

2. **Tour Bus ordinance revision:** This item was tabled.
3. **Video Surveillance camera situation:** Mariani reported that the technology our camera system uses has become outdated, and that Metro Video is running out of replacement parts to keep the system in working order. The main repeater, which was located on top of the Sunset Media Tower, was removed by a construction crew recently and could be difficult to replace. At issue is whether the BID should continue to invest in upgrades to this system. The committee will discuss at the next meeting.

## VI. New Business

### 1. Retreat Debrief

- a. **Team A – Jan Martin and Joe Mariani:** Team A, which also included Fabio Conti, Bill Farrar, and Nerissa Silao, toured the Hollywood and Vine area, utilizing public transportation and taxis. They visited Tru, Drai's and Avalon, and also looked at Jane's House and Sound. At 2 a.m., they were outside of Eden on Schrader. They observed a high quantity of heavily intoxicated individuals, traffic (both pedestrian and vehicular) and a large population of young individuals, party buses, and homeless encampments on the outskirts of the BID.
- b. **Team B – Frank Stephan, Michael Gargano and Devin Strecker:** Team B also included Antoine Berberi, Leslie Blumberg, Genevieve Haines and Steve Seyler. They toured the areas around the MID-BID, the Cahuenga Corridor and the Yucca Corridor on foot, stopping in at The Hotel Café, Aventine, and Colony. At 2 a.m., they observed the area around Las Palmas Avenue and Hollywood Boulevard, encountering an impromptu drum circle and seeing the bustling Hookah Lounge. The members reported they felt very unsafe at many times, despite visible LAPD car patrols. The Cahuenga Corridor south of Hollywood Boulevard was a bright spot where the team felt comfortable. Overcrowding and roving bands of thugs made Hollywood Boulevard seem volatile.
- c. **Team C – John Lyons, Joseph D'Amore and Sarah Besley:** Team C also included Kerry Morrison, Joe Salazar and Clare Sebenius. They explored Hollywood Boulevard from Highland to Vine on foot, entering Hollywood & Highland, Supper Club, Boardner's and Avalon. They were at Cahuenga and Vine Street around 2 a.m. They observed heavy LAPD presence at Vine Street, long lines at Hookah lounges, crowded sidewalks at several nightclubs, loitering at Schrader parking lot, and party buses.

2. **Compilations of SWOT analysis and discussion of go-forward action plan:** Many items on the teams' SWOT analysis were common to all teams, including concern about club promoters, excessive drinking/partying, dangerous looking people, and a lack of quality entertainment and dining options. The board members discussed ways to hold property owners accountable, including face-to-face meetings, and emphasizing introspection as a force for change. They would like to seek aggressive

regulation of promoters, including holding the business owner and property owner responsible for infractions. They would encourage organization of residents and/or residential managers to speak to quality of life issues; redeploy BID budget surplus toward extended hours security patrol; and discourage, prohibit, assess, or regulate party buses.

## VII. Old Business

1. **Report from 5/15/13 meeting with Guggenheim Partners:** Morrison reported on the recent meeting with Guggenheim Partners, who would like the board to officially support the effort to explore the establishment of a Hollywood Parking District as conceptualized by Guggenheim Partners. The choice faced by the board involved either endorsing the Guggenheim concept specifically, or the concept of a parking district absent supporting a particular firm or entity.

It was moved by **Mark Stephenson**, seconded by **Chris Bonbright** and CARRIED to support the concept of a Hollywood Parking District, and to remain neutral on any bidding entity. Unanimously approved with 10 in favor.

## VIII. Staff Reports

1. **Disability leave research update:** Morrison reported on the proposed disability leave policy, which would provide a one-time "time bank" of 80 hours available to employees after 7 years of full time employment which could be used for various reasons including disability, illness, or family issues. This benefit would not accrue in such a way that an employee could take these hours with them. The benefit could also be used in increments. This was previously discussed at the last board meeting, and the board requested that an HR attorney provide a final review. The attorney, recommended by Jeff Briggs, recommended not to tie the policy to any specific type of leave.

It was moved by **Monica Yamada**, seconded by **Mark Stephenson** and CARRIED to support approve the proposed disability leave policy. Unanimously approved with 10 in favor.

2. **Annual all property owners meeting:** Morrison proposed combining the all property owners meeting with the Sunset & Vine BID to have a joint annual meeting. She said she had spoken to the presidents of both boards who were agreeable to the idea, so staff will work on planning. It will take place in August.
3. **Whistleblower Policy:** Morrison asked the board members to sign and return the policy, included in the meeting packet.
4. **Report from meetings with newly elected officials:** Tabled until next month
5. **Tour of Warner Pacific Theatre:** Scheduled for 6/25/13 at 3 p.m. for anyone interested in touring this historic building before it is shuttered.
6. **CDA Task Force on general vs. specific benefits:** Tabled until next month.

**X. Next Meeting:** The next meeting is scheduled for July 18, 2013, location to be announced.

## XI. Adjournment

There being no further business the meeting was adjourned by Stephan at 6:05 p.m.